

Trends: What you *Need* to Know

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Agenda

- **California Today – Activities and Opinions**
- **California Today – Issues**
- **California Tomorrow – Coming changes**
- **California Tomorrow – Implications**
- **Discussion**



Sources

- **Public Opinions and Attitudes on Outdoor Recreation in California – 2002**
- **National Survey on Recreation and the Environment, 2000 (NSRE)**
- **Trends Report (to be released) – Emilyn Sheffield**
- **U.S. Census / Dept. of Finance**
- **Series of Six Leaders' Surveys, 2002**



California Today – Activities

Most Popular Activities

Walking for fitness / fun
Driving for pleasure; sightseeing
Visit historic sites & museums
Attend outdoor cultural events
Beach activities
Visit outdoor nature museums
Picnic in developed sites
Wildlife viewing
Trail hiking
Using open turf areas

Most Preferred Activities

Camping in developed sites
Trail hiking
Walking for fitness / fun
Wildlife viewing
Bicycling on paved surfaces
Horseback riding
Freshwater fishing
Attend outdoor cultural events
Visit outdoor nature museums
Picnic in developed sites

Youth Activities

Most popular activities

Walking for fitness / fun

Pool swimming

Visit water sites other than beaches

Beach activities, sunbathe, surf play

Visit outdoor nature museums, zoos,
etc

Attend outdoor cultural events

Visit historic, cultural sites,
museums

Picnic in developed sites

Bike on paved surfaces

Use open turf areas

Most Preferred Activities

Beach activities

Swim in lakes, rivers, streams

Fishing – saltwater

Camping in developed sites

Bike on paved surfaces

Cross-country skiing

Basketball

Soccer, football, rugby

Walk for fitness and fun

Walk a pet

Source: Public Opinions and Attitudes on Outdoor Recreation in
California - 2002

Growth Activities

Mega Activities

- **Walking**
- **Picnicking and family gathering outdoors**
- **Swimming**
- **Developed camping**
- **Visiting beaches**
- **Sightseeing**
- **Outdoor sports events and concerts**
- **Visiting nature centers and historic sites**

Source: National Survey on Recreation and the Environment, 2000 (NSRE)

Growth Activities

Mega – Wannabes

- **Day hiking**
- **Bicycling – paved and mountain biking**
- **Running**
- **Wildlife viewing**

Source: NSRE Survey

Growth Activities

Rising with a Bullet

- **Turf and court sports – soccer, football, handball, basketball**
- **Canoeing, kayaking, rafting**
- **Rock sports – mountain / rock climbing, bouldering, caving**
- **Snow sports – ice skating, snowboarding,**
- **Motor sports – Off road driving, snowmobiling, personal watercraft**
- **Others – golf, ride horses, fish, backpack, surf**

Source: NSRE Survey

Types of Areas Preferred

<u>Type of Area</u>	<u>1987</u>	<u>1992</u>	<u>1997</u>	<u>2002</u>
Developed nature-oriented areas	29.2%	26.3%	30.0%	35.4%
Natural and undeveloped areas	26.5%	41.8%	39.4%	29.6%
Highly developed areas	21.1%	14.2%	10.2%	19.9%
Historic or cultural sites	9.3%	7.1%	9.3%	8.3%
Private, not public areas/facilities	9.8%	10.6%	11.1%	6.7%

Source: Public Opinions and Attitudes on Outdoor Recreation in California, 2002

Types of Areas Preferred – 2002

Hispanic / Non- Hispanic

<u>Type of Area</u>	<u>Hispanic</u>	<u>Non-Hispanic</u>
Highly developed areas	29.9%	18.8%
Developed nature-oriented areas	40.3%	34.9%
Natural and undeveloped areas	16.4%	31.8%
Historic or cultural sites	9.0%	8.4%
Private, not public, areas/facilities	4.5%	6.1%

Source: Public Opinions and Attitudes on Outdoor Recreation in California, 2002

Top 5 factors that influence enjoyment of their favorite recreation activity

Non- Hispanics

- **Being able to relax**
- **Being in the outdoors**
- **Feeling safe and secure**
- **Beauty of the area**
- **Getting away from crowds /
Quality of natural setting**

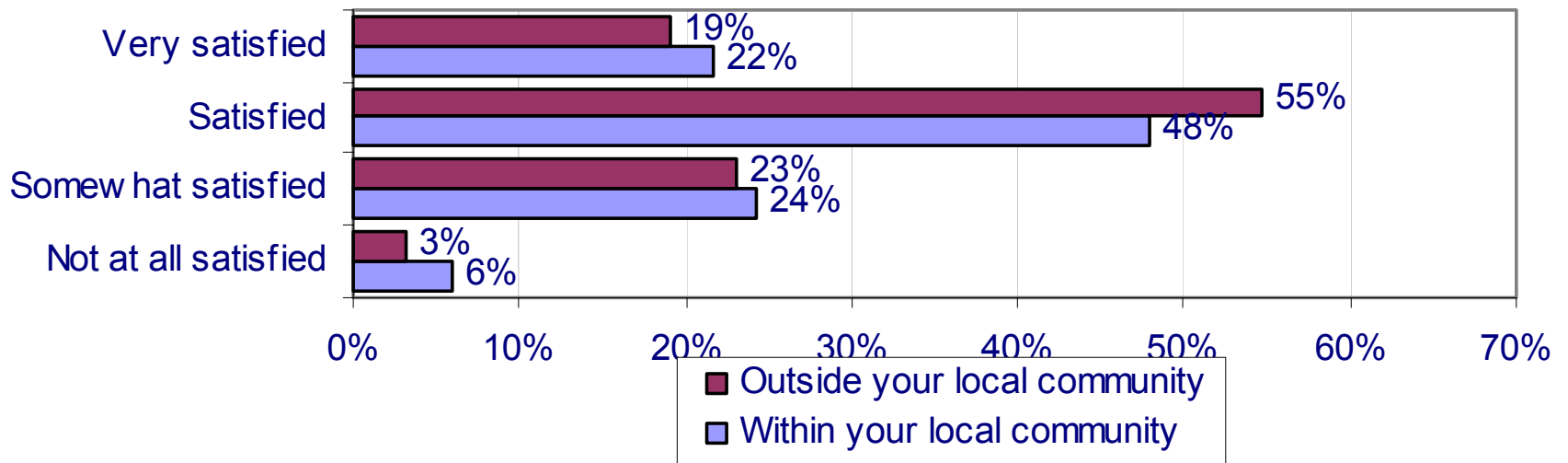
Hispanics

- **Being able to relax**
- **Feeling safe and secure**
- **Doing things children enjoy**
- **Being with family / friends**
- **Release / reduce tension**

Source: Public Opinions and Attitudes on Outdoor Recreation in California, 2002

Satisfaction

2002 Survey: "How would you rate your satisfaction with public parks?"



Support for Alternative Funding

(Somewhat / Strongly Support)

Hold fundraisers	88.1%
Reallocate lottery money	76.7%
Reallocate General Fund money	76.4%
Bond Acts	71.0%
Increase use fees	55.4%
Increase taxes	54.1%

Question: Many government outdoor recreation agencies contract out some of their work to private, profit-making firms. Which of the following activities do you think a private firm should be allowed to provide in public park and recreation areas?

The following table shows the number (percent) of people who said “**Yes**” when asked the question

Activities	1987	1992	1997	2002
a. Sale of ready-to-eat food and beverages	69.3%	75.1%	69.7%	72.0%
b. Sponsorship of contests, races and special events	71.3%	66.7%	59.6%	61.5%
c. Maintenance of facilities and grounds	65.4%	66.5%	61.2%	44.4%
d. Patrol and law enforcement duties	55.0%	48.1%	42.6%	30.3%
e. Guided nature walks, educational activities	64.3%	59.0%	53.2%	30.2%
f. Total operation and management of the park or recreation area	28.5%	22.4%	23.7%	16.5%

Source: Public Opinions and Attitudes on Outdoor Recreation in California, 2002

California Leaders' Opinions of Parks and Recreation

<u>Leader Group</u>	<u>Response %</u>
State Legislators	48%
Mayors	47%
County Supervisors	47%
County Executives	69%
Chambers of Commerce	50%
School Superintendents	70%

Leaders' Opinion Statements about Parks and Recreation

(in order of highest to lowest level of agreement)

1. Improve the quality of life in my area
2. Help reduce crime and juvenile delinquency
3. Increase the value of nearby residential and commercial property
4. Create jobs, helping the economy
5. Plays an important part in the business location decisions
6. Are often too crowded when people want to use them
7. Enough available for convenient use
8. Attract undesirable people and activities

Importance of Local Issues Over the Next 5 Years

1. Improving the local **economy**.
2. The need to replace/upgrade public **infrastructure**.
3. Traffic, noise, clean air/water or similar **environmental** concern
4. The need for more and better **schools**.
5. Crime, vandalism, and **public safety**.
6. The need for **more park and recreation** lands, facilities and programs.
7. **Population growth** and urban development.
8. The **loss of agricultural lands** and open space.

California Today - Issues

- **People are concerned about the environment – clean air & clean water***
- **People love parks and are generally satisfied with their condition***
- **Parks lack top-of-the-mind status, especially historic parks**
- **People are generally unwilling to pay through higher taxes, fees***
- **Deferred maintenance backlog continues to grow**
- **Inability to add operations / maintenance staff and funding results in fewer acquisitions**

***Source: Public Opinions and Attitudes on Outdoor Recreation in California - 2002**

California Tomorrow



“Changes in the size and structure of California’s population will have the most dramatic impact on the provision of services.”

California Tomorrow

California is Growing

- **Over 35 million residents**
- **550,000 – 650,000 new Californians each year**
- **One in every eight U. S. Citizens lives in California**

California Tomorrow

Population Structure is Changing

- **We're growing older**
 - By 2010, one in five will be older than 60
 - By 2020, California's senior population will double
- **We're growing younger**
 - Two full years younger than U. S. average
 - Fueled by recent immigrants

California Tomorrow

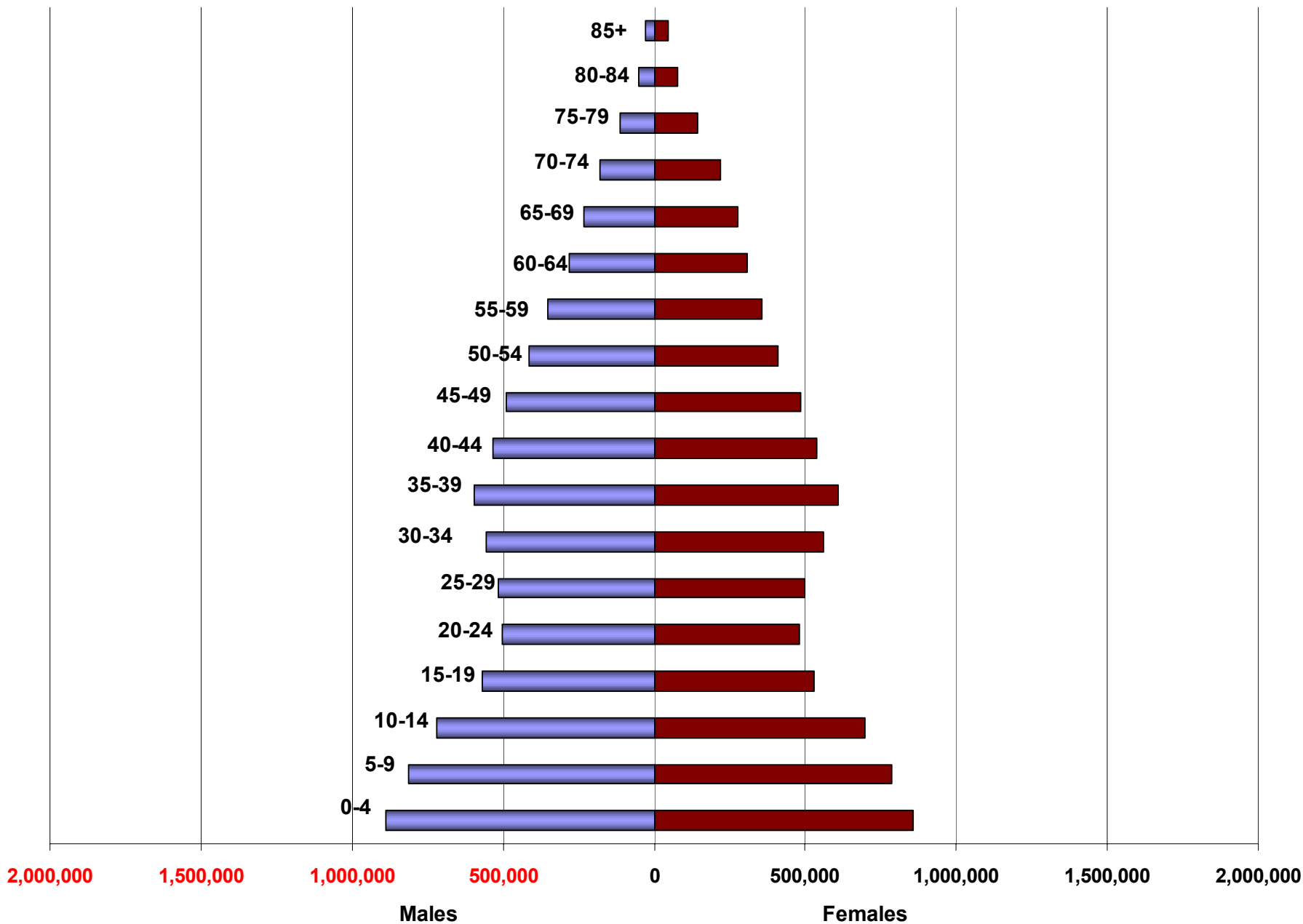
We're getting even more diverse

- Over one-third (36.1%) of Asian-Americans live in California**
- Nearly one-third (31.1%) of Hispanic-Americans live in California**
- 26% of current Californians born outside U.S. compared to 11% nationally**
- 37% of California's foreign born arrived since 1990**

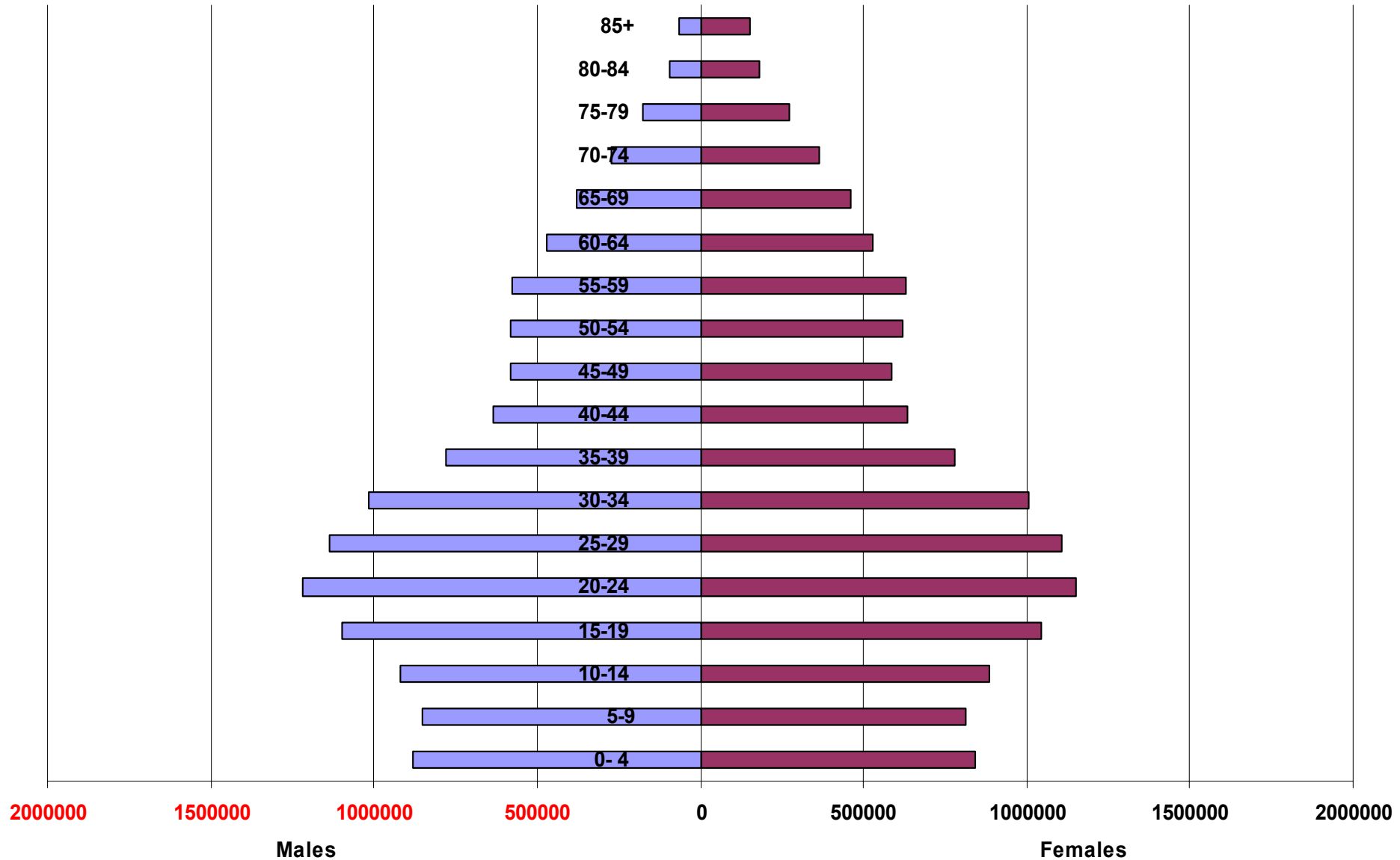
“California – We have a problem”



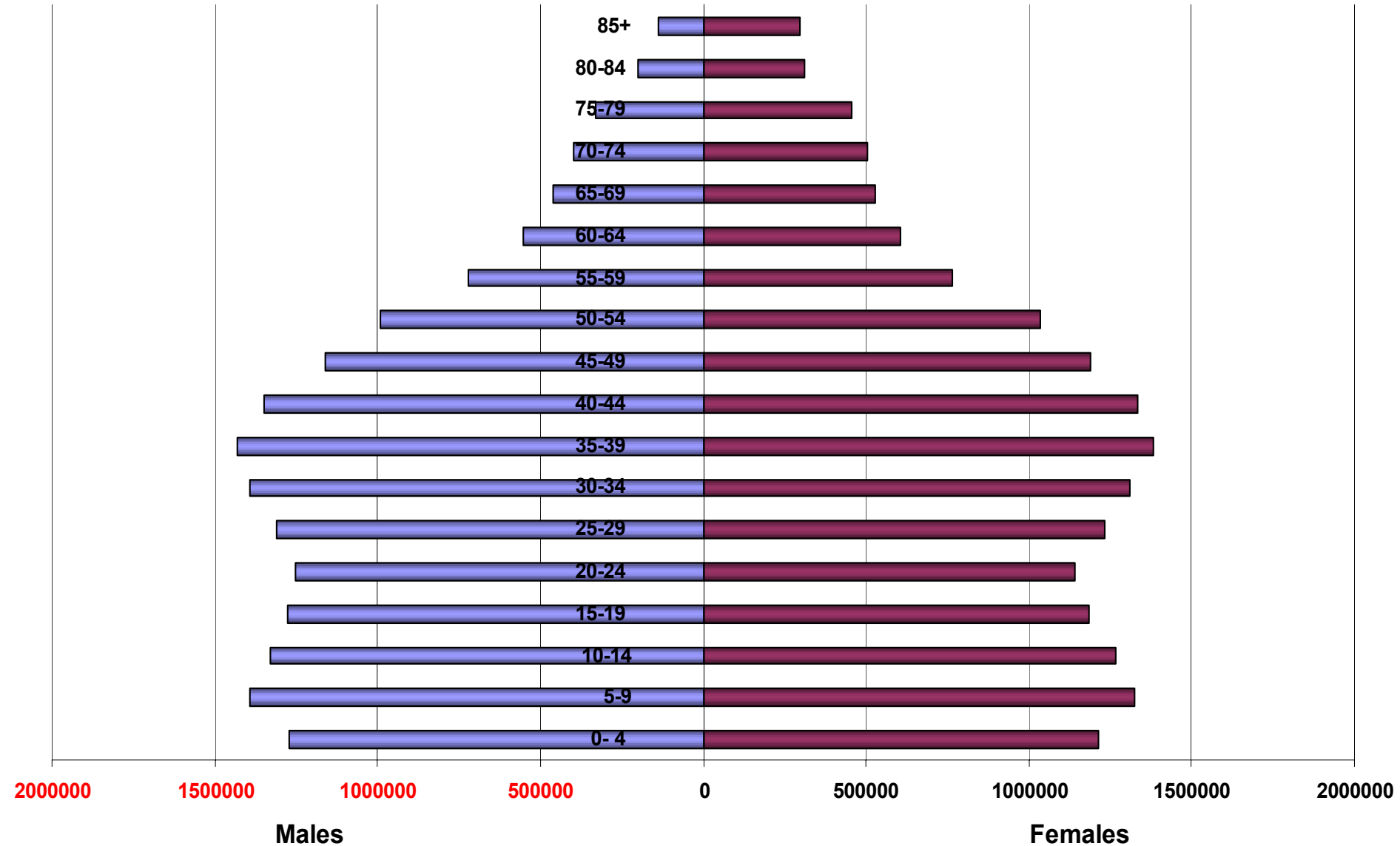
California Population 1960 (Source: CA Dept. of Finance)



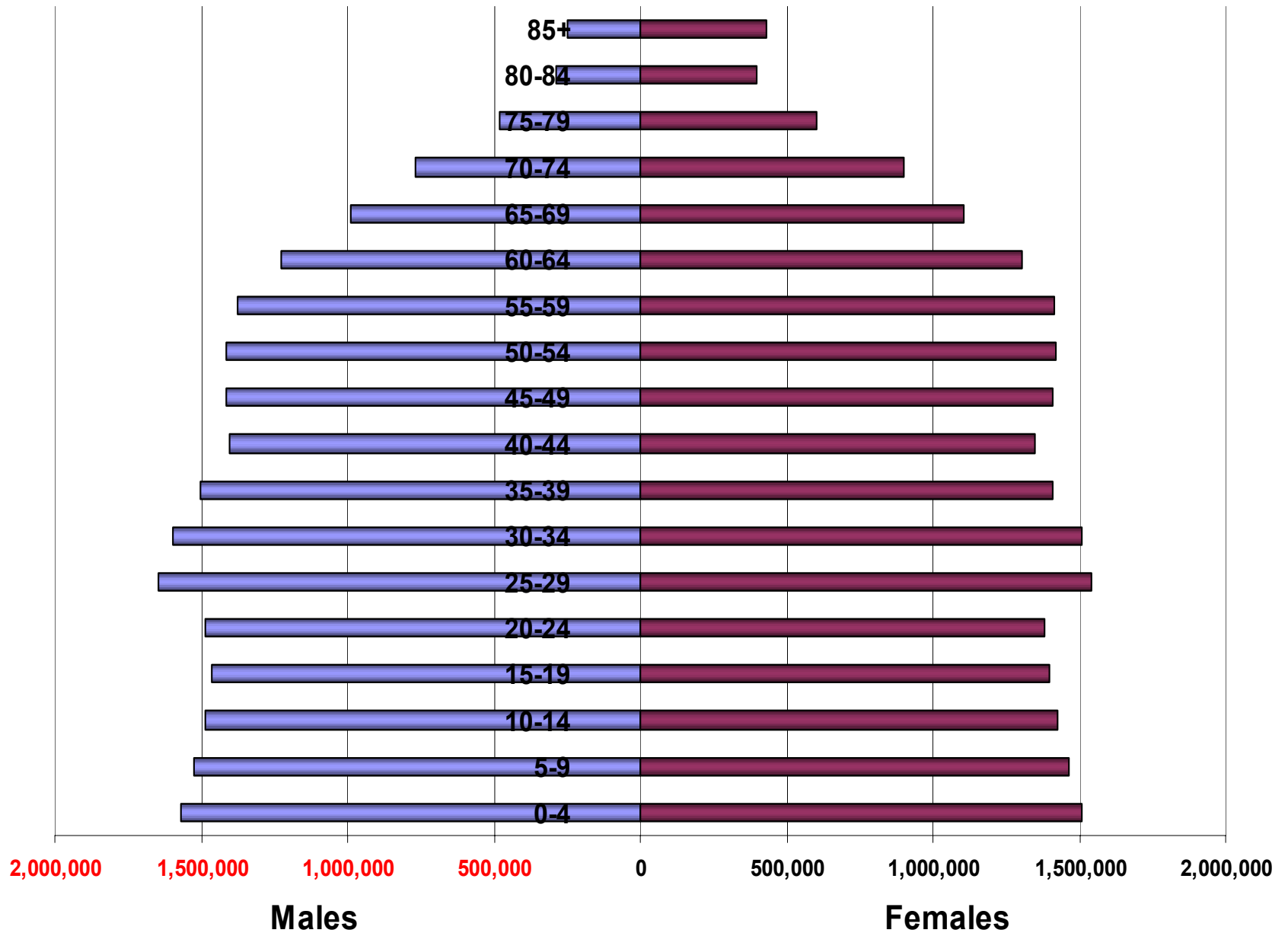
California Population 1980 (Source: UCData Center/CA Dept. of Finance)



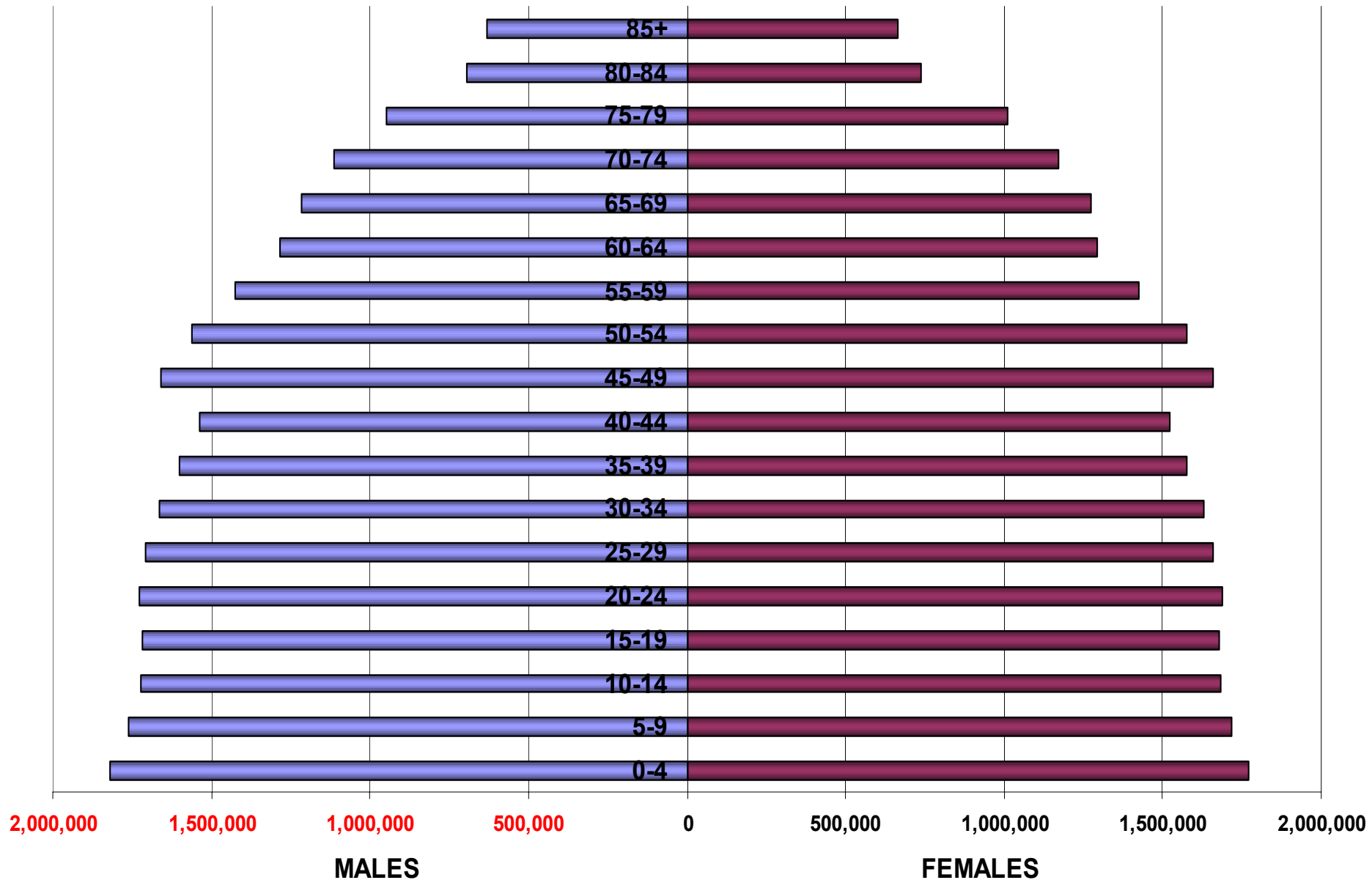
California Population 2000 (Source: CA Dept. of Finance)



California Population 2020 (Source: CA Dept. of Finance)



California Population 2040 (Source: CA Dept. of Finance)



California State Parks - Tomorrow

Implications

- **Even activities with stable or slightly declining participation rates will grow in absolute numbers.**
- **Traditional activities still popular. New activities create demand.
More users + More uses = More conflicts**
- **Baby Boomers demand more amenity-rich experiences while many younger Californians are unfamiliar with traditional facilities/services.
We're losing connection to major market segments.**



California State Parks

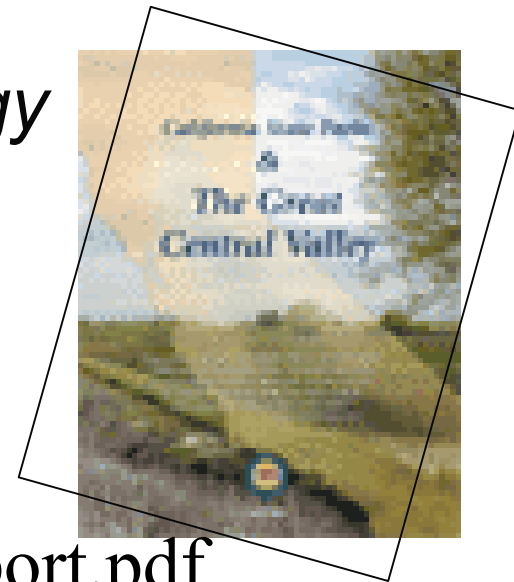
Where to go for more information

www.parks.ca.gov/planning



California State Parks *Central Valley Strategy*

- 32 State Park units (Redding to Tehachapis)
- 18 counties; 17% of the State's population
- 15 million acres
- San Joaquin and Sacramento Valley are known as "The Central Valley"
- Numerous sites noted in the *Strategy*
- Anchor acquisitions (Sutter Buttes and Northern Tehachapi's)



www.parks.ca.gov/pages/21491/files/cvreport.pdf

Project Summary

The State Park System can better serve the needs of Central Valley residents and visitors by:

- Expanding recreational facilities;
- Expanding landholding at existing parks;
- Acquiring lands that preserve and protect natural resources; and
- Better preserve and interpret the rich history of the Valley.

- Future bond act – possible funding?
- No funding attached now, but room to nurture partnerships and develop collaborative efforts.
- High priority for Dir. Ruth Coleman.
- Ruth Coleman and Paul Romero interested in presenting the *Strategy* at workshops, conferences and key meetings.

